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Response Under 37 CFR §1.116

**REMARKS**

Reconsideration of the subject application is respectfully requested.

Claims 1-39, 41 and 42 have been cancelled, and the title has been changed accordingly.

The Examiner's indication of allowability of Claim 40 (paragraph 18 of the office action) is appreciated. In order to overcome the rejections under 35 U.S.C 112, Claim 40 has been amended such that the claim language is consistent with the specification. Please refer to the specification at page 16, lines 15-18, for example, "[T]he ad text/image information and the additional information related to the ad (expiration date, customer target group, etc.) are correlated, and *temporarily saved* in the storing device 125 within the server." Please further refer to the specification at page 17, line 30 to page 18, line 2, for example, "[F]urther, once payment of the billing amount is confirmed the CPU 132 requests the server to make final registration of the advertising information via the interface 135 (step S1210).The server receives this request (step S1211), *makes final registration of the advertising information* (step S1212), and sends notice of the fact that final registration has been made to the cash register 131 via the cash register side interface 126 (step S1213)."

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With the forgoing amendments and remarks, an earnest attempt has been made to place the subject application in condition for allowance and its entry is therefore believed proper under 37 C.F.R. §1.116. Should the Examiner believe that issues remain outstanding, he is respectfully requested to contact applicants' undersigned attorney in an effort to resolve such issues and advance the case to issue.

Respectfully submitted,



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Date: July 1, 2004